

REMARKS

Claim 1 is amended and claims 17-19 are added as new claims herein. Support can be found, for example, in the specification on page 11, lines 9-21. Hence no issues of new matter are presented.

I. Drawings

Corrected/Formal drawings are submitted herewith as approved by the Examiner in the Office Action dated March 10, 2003.

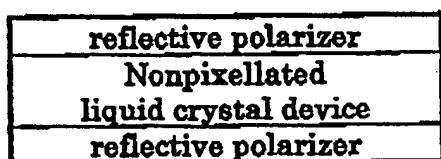
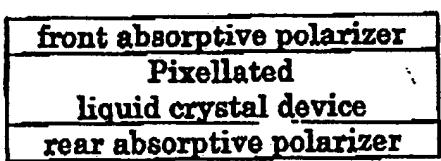
II. Response to the Examiner's Comments regarding the Amendment filed on January 2, 2003

In paragraph 2 on page 2, the Examiner states that Applicants have affirmed that the interpretation of the order of the dichroic polarizer, reflective polarizer and transreflector wherein the dichroic polarizer is always at one end and the reflective polarizer can either be in the middle or at the other end of three components in that order.

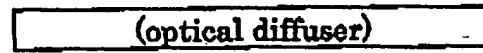
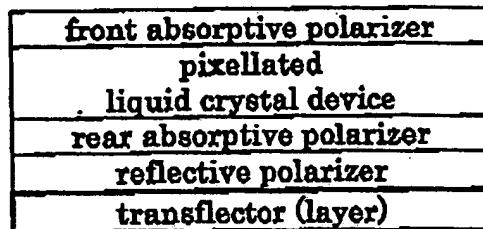
For the record, Applicants respectfully submit that it is stated in the Amendment filed on January 2, 2003, on page 3, lines 5-7, that the preferred embodiments of the order of lamination of the dichroic polarizer, reflective polarizer and transreflector are shown. It is not stated that the dichroic polarizer is always at one end and the reflective polarizer can either be in the middle or at the other end of three components in that order. Therefore, the claims are not limited to the order of lamination mentioned by the Examiner. Applicants respectfully request formal acknowledgement thereof.

In paragraph 2 on page 3 of the Office Action dated March 10, 2003, the Examiner states that the rejections over Weber et al under 35 U.S.C. § 102(b) and 103(a) are withdrawn in view of the clarification that the present invention does not comprise a reflective polarizer.

In this regard, Applicants note that the Examiner's characterization of the claimed invention is proper, however, there was an error in the illustration at the bottom of page 6 of the Amendment filed on January 2, 2003. Specifically the illustration at the bottom of page 6 of the Amendment relates to the device of Weber et al, wherein the layers of the switchable transflector are shown. Thus, for purposes of clarification, Applicant's submit the following corrected illustration showing a comparison between a transflective polarizer provided by Weber et al and an example of the transflective polarizer of the present invention. Applicants request formal acknowledgement thereof.



Weber et al.



CORRECTED

Preferable embodiment of the
present invention

III. Response to New Claim Rejections Under 35 U.S.C. § 103

A. Weber et al in view of Perregaux et al

Claims 1-8, 12-14, 16 are rejected under 35 U.S.C. 103(a) as allegedly being unpatentable over Weber et al in view of Perregaux et al.

Weber et al is relied on essentially for the reasons of record. The Examiner asserts that Weber et al teaches different embodiments of the disclosed LCD, but fails to teach a transflector that does not comprise a polarizer.

To remedy this deficiency the Examiner relies on Perregaux et al for the disclosure of a transflector which contains a matrix of polystyrene to which scaly reflective particles of mica coated with metal oxide and particles of polyethylene are added, which is placed between an LCD light source. The Examiner states that Perregaux et al teaches that the transflector enables the exact setting of the ratio of transmission to reflection by the suitable selection of the type and the amount of the particles.

It is the Examiner's position that because Perregaux et al teaches that the transflector enables the exact setting of transmission to reflection, and Weber et al teaches that the reflective polarizer is a multi-layer laminate composed of two or more kinds of polymer films with the dichroic polarizer laminated on one side, and the transflector on the other side, it would have been obvious to one of ordinary skill in the art to have laminated the transflector of Perregaux et al on the other side of the reflective polarizer in the invention of Weber et al in order to obtain a transreflective polarizer with the desired setting of the ratio of transmission to reflection.

Applicants respectfully traverse the rejection and submit that the Examiner has not made a *prima facie* showing of obviousness.

The Examiner states that it would have been obvious to have laminated the transreflector of Perregaux et al onto the other side of the reflective polarizer in the invention of Weber et al. However, Weber et al does not teach or suggest laminating another transreflector onto the other side of the reflective polarizer, because as previously pointed out in the Amendment filed on January 2, 2003, Weber et al defined a multi-layered article including reflective polarizers as a switchable transreflector. Thus one of ordinary skill in the art would not have been motivated to modify the disclosure of Weber et al or to combine Weber et al with Perregaux et al to arrive at the presently claimed invention.

Even if Perregaux et al were combined with Weber et al, one of ordinary skill in the art would be lead to replace the transreflector of Weber et al by a transreflector taught by Perregaux et al, which would result in a transreflective polarizer different from the claimed invention. Thus one of ordinary skill in the art would not have had a reasonable expectation of achieving the claimed invention based on the Weber et al and Perregaux et al, taken alone or in combination.

Accordingly, Applicants respectfully request withdrawal of the rejection.

B. Weber et al in view of Perregaux et al and further in view of Ketchpel

Claim 9 is rejected under 35 U.S.C. 103(a) as allegedly being unpatentable over Weber et al in view of Perregaux et al as applied to claims 1-8, 12-14, 16 above, and further in view of Ketchpel.

The Examiner asserts that Weber et al (as modified by Perregaux et al) teaches a switchable transflector, but fails to teach the transflector as a film of metal on a polymer film.

To remedy this deficiency the Examiner relies on the disclosure of Ketchpel of a transflector having a metal film deposited on a polymer film that permits reflection of substantial percentages of incident light and transmission of substantial percentages of back light.

It is the Examiner's position that it would have been obvious to one of ordinary skill in the art to use the transflector of Ketchpel as the transflector in the invention of Weber et al (as modified by Perregaux et al) in order to obtain a transflective liquid crystal display with a high reflection of incident light and high transmission back light.

Applicants respectfully traverse the rejection and submit that Weber et al and Perregaux et al do not teach or suggest the presently claimed invention as discussed above. Ketchpel does not remedy the deficiencies of Weber et al and Perregaux et al. Thus, claim 9 is distinguished over the prior art for at least the same reasons as claim 1.

Accordingly, Applicants respectfully request withdrawal of the rejection.

C. Weber et al in view of Perregaux et al and further in view of Cobb, Jr., et al

Claims 10-11 are rejected under 35 U.S.C. 103(a) as allegedly being unpatentable over Weber et al in view of Perregaux et al as applied to claims 1-8, 12-14, 16 above, and further in view of Cobb, Jr. et al.

The Examiner asserts that Weber et al (as modified by Perregaux, et al) teaches a switchable transflector, but fails to teach the transflector as having a pressure sensitive adhesive matrix.

To remedy this deficiency, the Examiner relies on Cobb, Jr., et al, for the disclosure of a transflective liquid crystal display. The Examiner asserts that Cobb, Jr., et al, teaches a diffusing layer on a reflective polarizer, in the form of an adhesive made from droplets dispersed in a pressure sensitive adhesive, which is composed of more than two different polymers, acrylic/styrene particles, in a polyacrylate matrix. The Examiner further asserts that Cobb, Jr., et al, teaches that the diffusing adhesive performs the dual function of diffusion and adhesion.

It is the Examiner's position that because Cobb, Jr., et al teaches that the diffusing adhesive performs the dual function of diffusion and adhesion, it would have been obvious to one of ordinary skill in the art to have used the teaching of Cobb Jr., et al to apply the transflector of Perregaux et al in the form of a pressure sensitive adhesive to the multilaminate reflective polarizer in the invention of Weber et al in order to obtain a transflective polarizer whereby the transflector performs the dual function of transfection and interlaminar adhesion.

Applicants respectfully traverse the rejection and submit that Weber et al and Perregaux et al do not teach or suggest the presently claimed invention as discussed above. Cobb, Jr., et al does not remedy the deficiencies of Weber et al and Perregaux et al. Thus, claims 10 and 11 are distinguished over the prior art for at least the same reasons as claim 1.

Accordingly, Applicants respectfully request withdrawal of the rejection.

D. Weber et al in view of Perregaux et al and further in view of Inoue et al

Claim 15 is rejected under 35 U.S.C. 103(a) as being unpatentable over Weber et al in view of Perregaux et al as applied to claims 1-8, 12-14, 16 above, and further in view of Inoue et al.

The Examiner states that Weber et al (as modified by Perregaux et al) teaches an LCD with a switchable transreflector, but fails to teach a phase retarder in the LCD.

The Examiner relies on Inoue et al for the disclosure that a phase retarder can be placed between the transreflective polarizer and the liquid crystal cell in order to obtain the desired retardation effect for multiple color display. Thus, it is the Examiner's position that it would have been obvious to one of ordinary skill in the art to place a phase retarder in the device of Weber et al for the same reason.

Applicants respectfully traverse the rejection and submit that Weber et al and Perregaux et al do not teach or suggest the presently claimed invention as discussed above. Inoue et al does not remedy the deficiencies of Weber et al and Perregaux et al. Thus, claim 15 is distinguished over the prior art for at least the same reasons as claim 1.

Accordingly, Applicants respectfully request withdrawal of the rejection.

IV. Conclusion

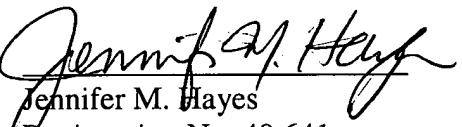
In view of the above, reconsideration and allowance of this application are now believed to be in order, and such actions are hereby solicited. If any points remain in issue which the Examiner feels may be best resolved through a personal or telephone interview, the Examiner is kindly requested to contact the undersigned at the telephone number listed below.

Amendment Under 37 C.F.R. § 1.111
U.S. Application No. 09/776,671

Attorney Docket No. Q62961

The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

Respectfully submitted,



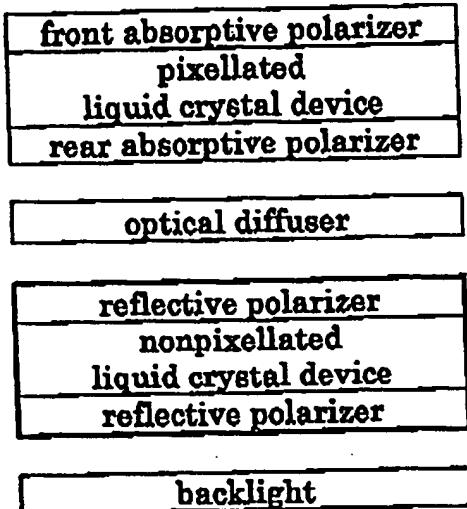
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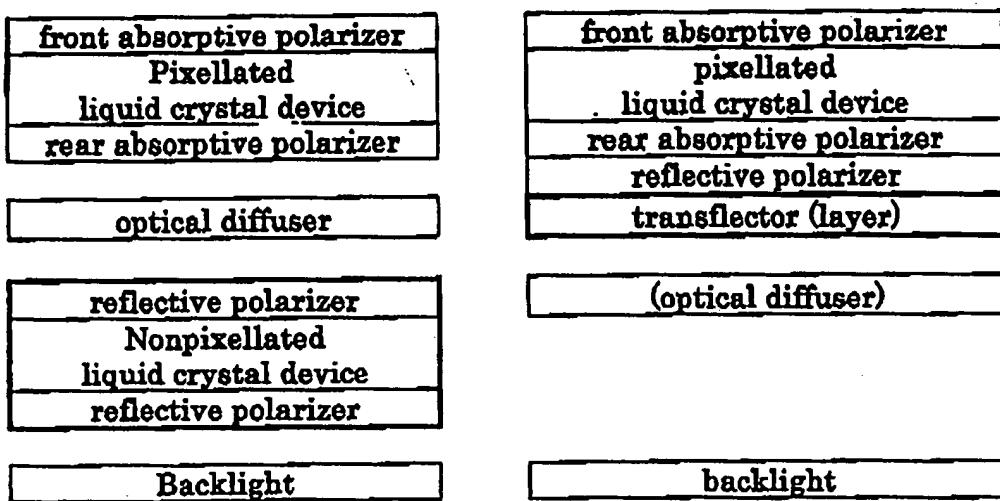
Amendment Under 37 C.F.R. § 1.111
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Weber et al.

On the other hand, the present invention is a transreflective polarizer comprising a dichroic polarizer, a reflective polarizer and a transreflector, wherein a transmission axis of the dichroic polarizer and a transmission axis of the reflective polarizer are directed in the same direction, as recited in claim 1.

The comparison between a transreflective polarizer provided by Weber et al and an example of the transreflective polarizer of the present invention is illustrated below.



Weber et al.

Preferable embodiment of the present invention